Social Media in the Workplace

How to Use Social Media Professionally

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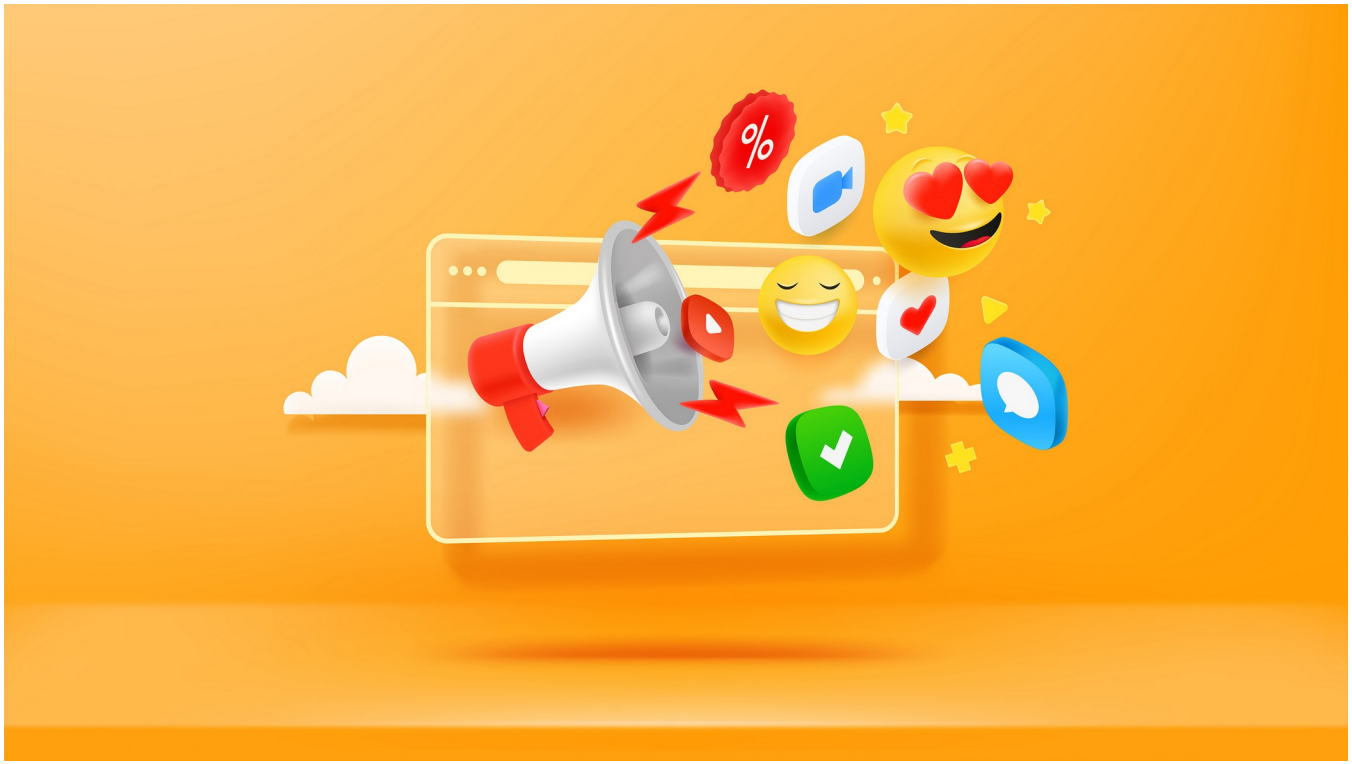

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Learning Objectives

- Understand workplace social media use
- Identify major platforms
- Apply professional guidelines

What Does It Mean?

What do the following abbreviations used in social media and texting mean?

What Does It Mean?

What Does It Mean?

btw = by the way

rofl = rolling on the floor

What Does It Mean?

b

&

t

w

What Does It Mean?

bc = because

otw = on the way

What Does It Mean?

id

k

wy

d

What Does It Mean?

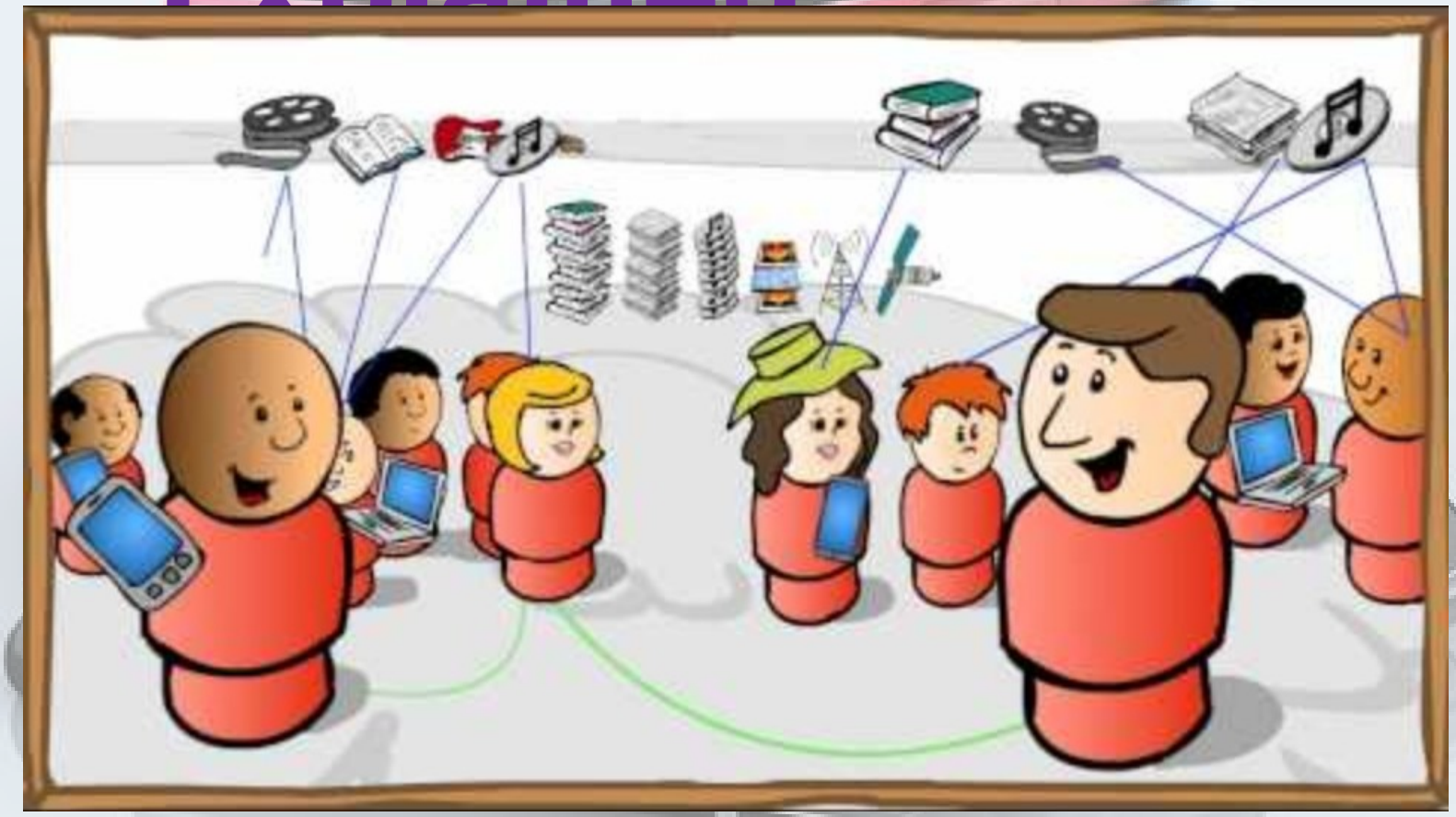
idk = I don’t know

wyd = what you doing

What Is Social Media?

- Online platforms for communication
- Content sharing and networking

Social Media Explained



https://youtu.be/SgNIlUD_oQg?si=zXgoWilPCpsCyJGd

Common Social Media Platforms

- Facebook
- Instagram
- LinkedIn
- X (Twitter)
- TikTok

Why Social Media Matters in Business

- Brand awareness
- Customer engagement
- Professional networking

Professional Use of Social Media

- Marketing
- Customer service
- Recruitment
- Networking

Office Guidelines & Policies

FOLLOW COMPANY POLICY

PROTECT CONFIDENTIALITY

REPRESENT THE BRAND PROFESSIONALLY

Social Media vs Personal Use

- Personal opinions vs company voice
- Public vs private content

What NOT to Post

- Confidential information
- Negative comments
- Inappropriate content

Professional Tone Online

- Respectful language
- Clear messaging
- Positive image

Social Media Etiquette

- Respond promptly
- Be courteous
- Avoid arguments

What Not to Do!

https://www.themuse.com/advice/5-workmeetssocial-media-horror-stories

What Is Digital Marketing?

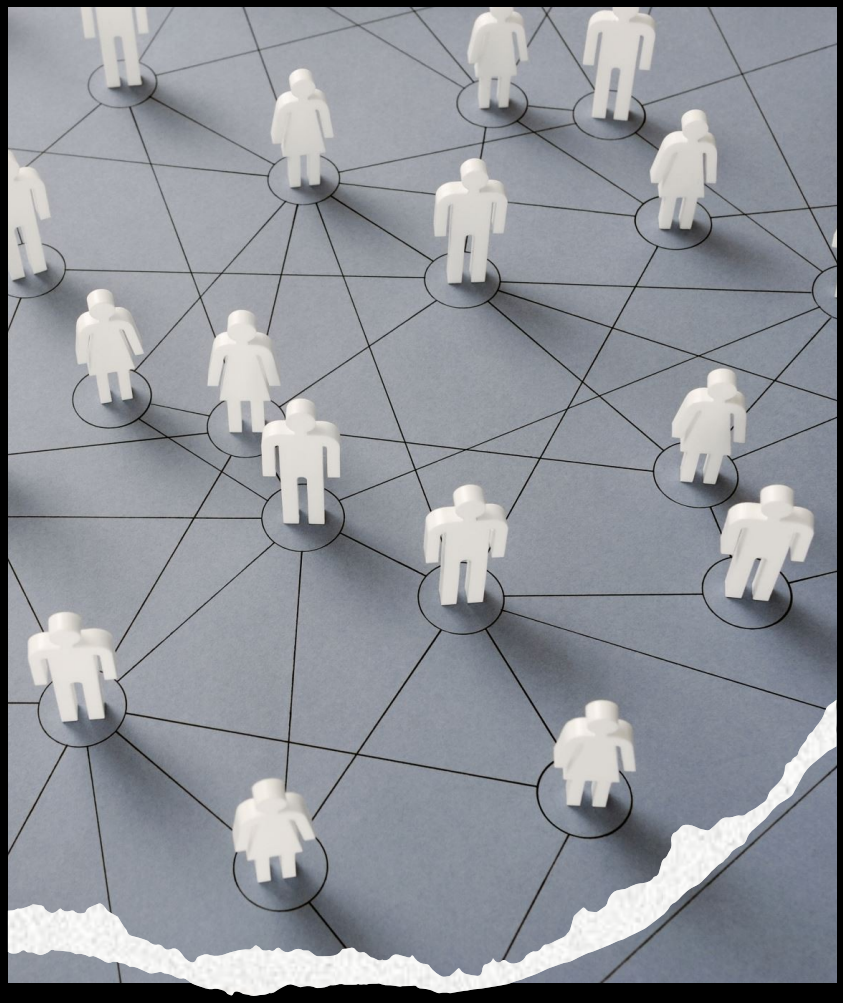
- Using online platforms to promote a business
- Building relationships with customers
- Driving traffic, engagement, and sales

Building a Strong Online Brand

- Consistent messaging
- Professional visuals
- Clear mission and values
- Trust and credibility

Understanding Your Target Market

- Who are your customers?
- What problems do they need solved?
- Where do they spend time online?



Increasing Market Share Online

- Consistent posting
- Engaging content
- Customer interaction
- Tracking performance

Facebook

For Business

- Business pages
- Content strategy
- Customer engagement
- Advertising basics

Marketing Plan

- Posting schedule
- Brand voice
- Audience targeting
- Analytics

https://www.freepnglogos.com/pics/logo-facebookpng

LinkedIn

For Business

- Professional branding
- Networking
- Company pages
- Lead generation

Marketing Plan

- Profile optimization
- Content strategy
- Connection building

https://www.vecteezy.com/free-png/linkedin

Twitter (X)

For Business

- Brand awareness
- Hashtags
- Customer interaction
- Trending topics

Marketing Plan

- Consistent posting
- Monitoring conversations
- Engagement strategy

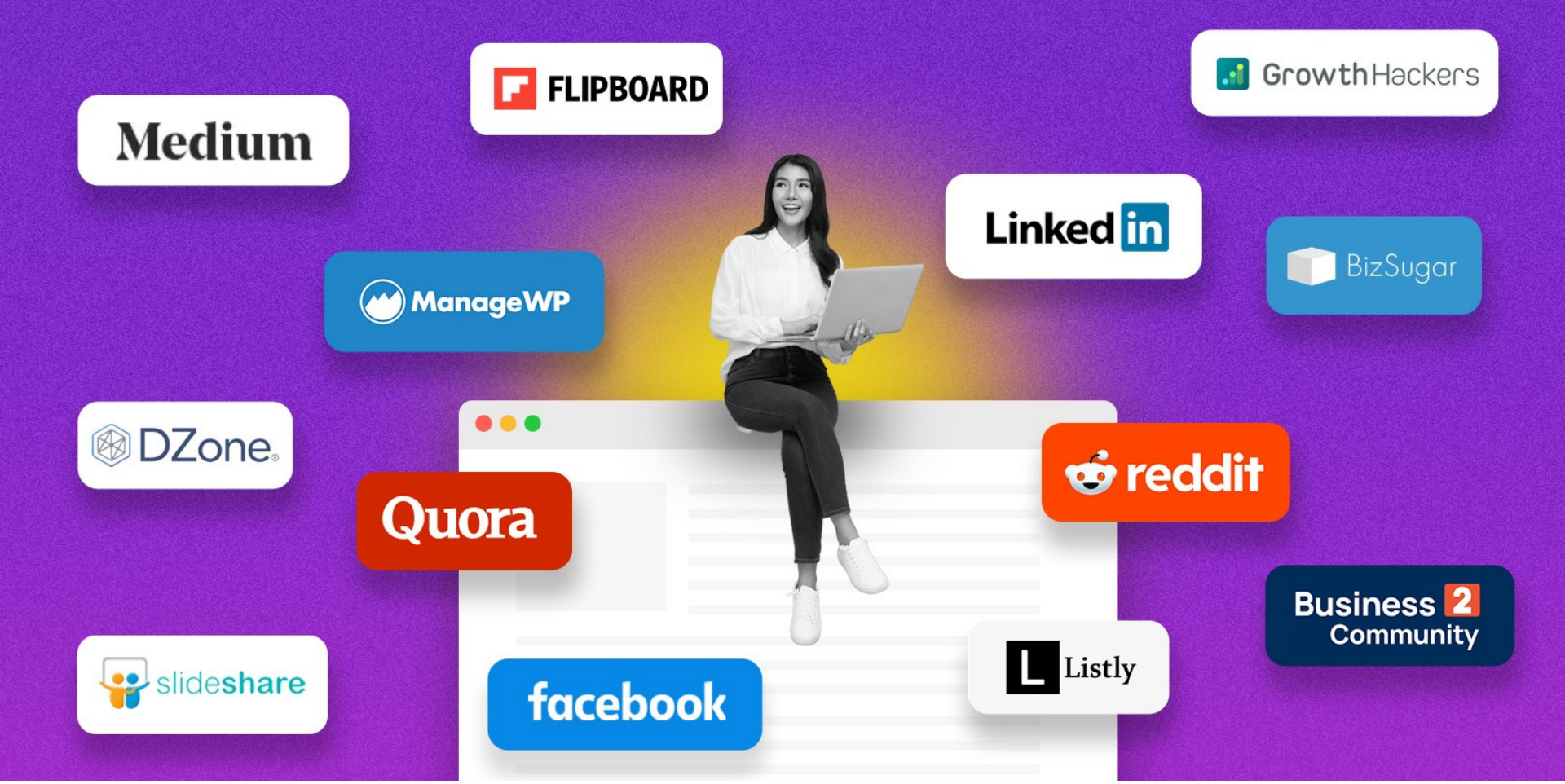
Blogging for Business Growth

- Educating customers
- Building authority
- Driving website traffic

Writing Effective Blogs

- Clear purpose
- Customer-focused topics
- Strong headlines
- Call-to-action

Blogger



Publishing & Promoting Blogs

- Website publishing
- Social media sharing
- Email promotion

https://www.searchenginejournal.com/content-marketing/places-to-share/

Email Marketing Basics

- Building an email list
- Permission-based marketing
- Customer-focused messaging

Email Marketing Strategy

- Compelling subject lines
- Valuable content
- Consistent schedule

Avoiding Common Pitfalls

- Overposting
- Inconsistent branding
- Ignoring analytics
- Lack of planning

Measuring Marketing Success

- Website traffic
- Engagement metrics
- Leads and conversions
- Sales growth

Privacy & Security

- Strong passwords
- Privacy settings
- Avoid oversharing

Legal & Ethical Considerations

- Copyright
- Harassment
- Company reputation

Time Management

- Avoid distractions
- Follow work schedules
- Purposeful posting

Workplace Scenarios

- Responding to comments
- Handling complaints
- Posting on behalf of company

Benefits of Social Media Skills

- Career growth
- Office credibility
- Digital professionalism

Best Practices Summary

- Think before posting
- Follow policy
- Stay professional

Wrap-Up & Questions

- Review key points
- Questions

This presentation was developed with the assistance of generative AI tools and instructor expertise.https://edu.gcfglobal.org/en/topics/socialmedia/